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U.S. Patent Application No.: 09/986,354 Attorney Docket No.: 52493.000187

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of:

Group Art Unit: 3623

Mathew George Majikes et al.

Examiner Robert D. Rines

Appln. No.: 09/986,354

Confirmation No.: 5302

Filed: November 8, 2001

For: S

System and Method for Personalizing and

Delivering Insurance-Related Content to

User

Mail Stop: AMENDMENT Commissioner for Palents P.O. Box 1450 Alexandria, VA 22313-1450

AMENDMENT

Sir:

In response to the Office Action dated March 16, 2011, please consider the following amendments and remarks regarding the above-identified patent application.

Amendments to the Claims begin on page 2 of this Amendment.

Remarks/Arguments begin on page 9 of this Amendment.